



# CDC Responds: Risk Communication and Bioterrorism

Thursday, December 6, 2001  
1:00 PM - 2:30 PM EST



**Rebroadcast: Tuesday, December 11, 2001 ~ 5:00PM - 6:30PM EST**

This live satellite and web broadcast will present and update important risk communication information for those involved in bioterrorism communication. The broadcast will cover: forming your public information messages about health risks caused by an act of bioterrorism; responding to public health concerns at the local, state and federal levels; and issues of concern when a public health investigation and a criminal investigation converge.

## Goal

To give public health information officers and other public health professionals, clinicians and other health care providers, non-government disaster support organizations and civic leaders a framework to apply risk communication tools directly to bioterrorism communication challenges.

## Objectives

After the program, participants will be able to:

- Understand how the application of risk communication tools during a public health emergency such as a bioterrorism act can boost a health-care facility's and community's ability to direct most appropriately its resources during the response and recovery.
- Effectively communicate bioterrorism related risk to the public.
- Describe steps to integrate public information strategies into a community or organization emergency response plan.
- Apply Centers for Disease Control and Prevention (CDC) crisis and risk communication checklists to prepare for and execute core public information responsibilities related to bioterrorism.
- Understand the public information roles and responsibilities at the community, state and federal levels of government and of non-government institutions who respond to bioterrorism acts.

## Target Audience

Persons from public health, medicine, non-government disaster support organizations and civic leaders who will be responsible for communicating to individuals, including those directly touched by an act of bioterrorism, the wider community, and those concerned about possible future impact from bioterrorism acts.

## Presenters

**Peter Sandman, Ph.D.**, Risk Communication Consultant and author

**Vicki Freimuth, Ph.D.**, Director, CDC Office of Communication

**Barbara Reynolds, M.A.**, Crisis Communication Specialist, CDC Office of Communication

**Kevin Teale**, Director of Communication, Iowa Department of Health

**Sandra Mullin**, Director of Communication, New York City Department of Health

**April Bell**, Public Health Advisor, National Center for HIV, STD, TB Prevention, CDC

**FBI**, TBD

**Kay Golan**, Director, Media Relations Division, CDC Office of Communication

## Continuing Education Credit

- No registration is required to view or attend
- No continuing education credit will be provided

## Viewing Information and Technical Specifications

See page 2 for technical specifications or visit <http://www.phppo.cdc.gov/phtn>. For further information, call 800-728-8232 (US) or 404-639-1289 (International).

## Videotapes

To order a copy of this broadcast, call the Public Health Foundation at 1-877-252-1200 (US) or 301-645-7773 (International) 9:00 AM - 5:00 PM EST or email them at [info@phf.org](mailto:info@phf.org). **When emailing a request for a videotape, please indicate *Risk Communication and Bioterrorism* in the subject line.**

## Partners

American College of Emergency Physicians  
American College of Physicians - American Society of Internal Medicine  
American Hospital Association  
American Medical Association  
Association of American Medical Colleges  
Association for Professionals in Infection Control and Epidemiology  
Infectious Diseases Society of America  
National Medical Association  
National Public Health Information Coalition  
Public Health Foundation  
Society for Healthcare Epidemiology of America  
Substance Abuse and Mental Health Services Administration  
University of North Carolina School of Public Health



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### Information for viewing this program by satellite: Dates, Times, and Technical Specifications for the Test Signal, Broadcast, and Rebroadcast

<b>Broadcast</b> <b>Thursday, December 6, 2001</b> <b>1:00 PM - 2:30 PM EST</b> <i>Test Signal 12:30 PM EST</i>	<b>C-BAND</b> Satellite: Galaxy 4R Longitude: 99° West Channel: 21 Downlink Freq: 4120 MHz Polarity: Horizontal Audio Freq: 6.2 & 6.8 MHz	<b>KU BAND</b> Satellite: GE-2 Longitude: 85° West Channel: 6 Downlink Freq: 11820 MHz Polarity: Horizontal Audio Freq: 6.2 & 6.8 MHz
<b>Rebroadcast</b> <b>Tuesday, December 11, 2001</b> <b>5:00 PM - 6:30 PM EST</b> <i>Test Signal 4:30 PM</i>		

**Same coordinates for both broadcasts**  
Each broadcast will be closed-captioned

**To fax questions during these broadcasts:**

- ▶ 800-553-6323 (US)
- ▶ 404-639-0181 (International)

**For technical assistance during these broadcasts:**

- ▶ 800-728-8232 (US)
- ▶ 404-639-1289 (International)

**For technical assistance for hearing/speech impaired during these broadcasts (TTY):**

- ▶ 800-815-8152 (US)
- ▶ 404-639-0182 (International)

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- ▶ Go to <http://www.phppo.cdc.gov/phtn> to view the live web cast or an archived version anytime during or following the broadcast.
- ▶ **For technical assistance, call 919-843-5415**

**To listen to this program live:**

- ▶ An audiobridge will be available for those unable to arrange for a viewing location by calling:
  - For **Dec. 6**, call 888-392-9505 (US) ~ **Dec. 11**, call 888-323-2711 (US)
  - For **Dec. 6**, call 1-712-271-3300 (International) ~ **Dec. 11**, call 1-712-271-3964 (International)
- ▶ After dialing you will be prompted to say the following information:
  - Verbal Passcode: **CDC Communications**
  - Leader Name: **Jo Ann Bittle**
- ▶ **For technical assistance, call 800-728-8232 (US) 404-639-1289 (International)**

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- ▶ Health and Sciences Television Network (HSTN)
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- ▶ Government Education Television Network (GETN)
- ▶ GE Medical Systems Television (GE TiP-TV)
- ▶ VA Hospital Network

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